

**A TRANSLATION ANALYSIS OF NOUN PHRASE FROM ENGLISH
INTO INDONESIAN ON UNILEVER'S PRODUCT**



RESEARCH PAPER

**Submitted as a Partial Fulfillment of Requirements
for Getting Sarjana Degree of Education
in English Department**

by:

ROFI AL-ANSHORY

A 320 110 101

**SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2015

APPROVAL

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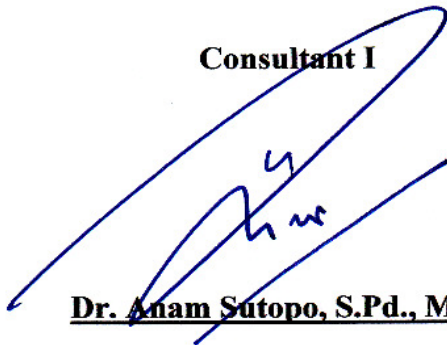
by:

ROFI AL-ANSHORY

A 320 110 101

Approved by

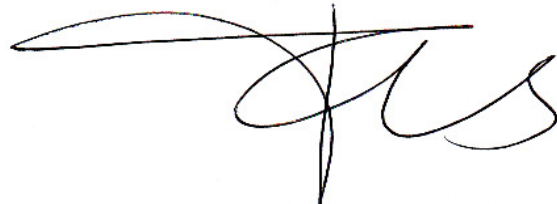
Consultant I



Dr. Anam Sutopo, S.Pd., M.Hum.

NIK. 849

Consultant II



Siti Fatimah, S.Pd., M.Hum.

NIK.580

ACCEPTANCE

A TRANSLATION ANALYSIS OF NOUN PHRASE FROM ENGLISH INTO INDONESIAN ON UNILEVER'S PRODUCT

Accepted by Board of Examiner
School of Teacher Training and Education
Muhammadiyah University of Surakarta
on July, 2015

Team of Examiners

1. Dr. Anam Sutopo, S. pd., M. Hum.
(Chair Person)
2. Siti Fatimah, S. pd., M. Hum.
(Member I)
3. Dra. Dwi Haryanti, M.Hum.
(Member II)

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()

Dean,



Prof. Dr. Harun Joko Prayitno, M.Hum
NIP. 196504281993031001

TESTIMONY

In this occasion, the writer states that there is no proposed work before in this research to get the Sarjana Degree in a certain university and as long as the writer knows that there is also no work or idea that have ever been written or published by other people, except referred written in this research paper and mentioned in the bibliography.

If it is proved that there some mistakes in the writer's statements above later in the future, so he will be wholly responsible.

Surakarta, 20 july 2015

The Writer



ROFI AL-ANSHORY

A.320110101

SUMMARY

Rofi Al-anshory. A320110101. A TRANSLATION ANALYSIS OF NOUN PHRASE FROM ENGLISH INTO INDONESIAN ON UNILEVER'S PRODUCT. Research Paper. Muhammadiyah University of Surakarta. 2015

This study aims at describing the translation analysis of noun phrase from English into Indonesian on Unilever's products. classify the translation shifts of noun phrase found on Unilever's products and describe the equivalence translation on the label of Unilever's product. The type of this reseach is descriptive qualitative reseach. In collecting the data, the writer uses documentation. The data are analyzed using translation analysis theory based on A Linguistic Theory of Translation by Catford (1965) there are steps to collect data, namely: the writer looks for the Unilever's products. Then finds out the occurence of noun phrase on the Unilever's products, the writer identify the noun phrase which are found on the Unilever's products and underlining the noun phrase, the writer writes them on computer, the writer codes the data for each classifications. The collected data are analyzed by using A Linguistic Theory of Translation by Catford.

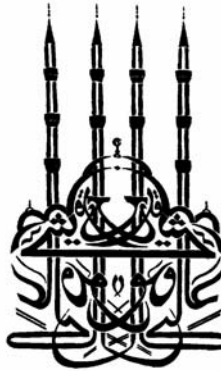
The results of the reseach show that the writer finds 75 sentences on the label of Unilever's products, the writer finds 101 noun phrases on the Label of Unilever's product. The writer may classify translation shift into four types. They are level shift, structure shift, class shift and intra system shift. Its consist of 22 data or 21,78% belong to level shift of noun phrase, 58 data or 57,42% belong to structure shift of noun phrase, 10 data or 9,90% belong to class shift of noun phrase and 11 data or 10,89% belong to intra system shift of noun phrase. The writer finds 75 sentences, the writer can classify equivalent translation into two types. They are 110 data or 93,22% belong to equivalent translation and 8 data 6,78% belong to non equivalent translation. The result of this study is that the company still make errors in translating text on the label product. Therefore, there is necessity of repack producing.

MOTTO

- ❖ Do everything with sincerity will bring the best result (the writer)
- ❖ Make yourself useful to others and don't become a burden to other's (Sujanto)
- ❖ After climbing a great hill, one only finds that there are many more hills to climb (Nelson Mandela)
- ❖ So peace is on me the day I was born, the day that I die, and the day that I shall be raised up to life (again)! (QS. Maryam: 33)



DEDICATION



This research paper is proudly dedicated to:

- *His beloved Father and Mother,
(Abi Sujanto & Umi Endang)*
- *His beloved Sisters, Brothers,
(Mbak. Nafi, Adik. Dafi, Syafi and Fadzlu "rasyidanafad")*
- *His beloved foster mother and foster sister family,
(mama. Nanik and mbak. Yetty sekeluarga)*

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Assalamualaikum Warahmatullahi Wabarakatuh.

In the name of God Most Gracious, Most Merciful Peace and God Blessing on you all.

Alhamdullilahirabilalamin, glory to God Most Highest, Full of Grace and Mercy, the Sustainer of the world that because of his blessing and guidance, the writer is finally able to finish his research paper which is entitled “A Translation Analysis of Noun Phrase from English into Indonesian on Unilever’s” as one of the requirement for getting sarjana degree of education in Department of English Education in Muhammadiyah University of Surakarta. Praise is also given to the great messenger, peace be upon him, glory person who gives his blessing to his masses in the next day.

In accomplishing this research paper, the writer gets much help and guidance from others. Therefore, he would like to express his greatest gratitude to the following people;

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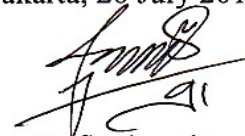
16. All his friends in Muhammadiyah University, Department of English Education, his friends in Ghost hunter production and his friends, students and teachers in teaching apprentice,

Last but not least, those who cannot be mentioned one by one, who have supported him to finish writing the research paper and also to start his future.

The writer realizes that this research paper is still far from being perfect, so the writer welcomes any constructive comment, criticism, and suggestion from anyone. Finally, he hopes that this research paper would help the other researchers who are interested in studying translation and enrich for the readers knowledge.

Walamualaaikum Warahmatullahi Wabarakatuh.

Surakarta, 20 July 2015



Rofi Al-anshory

TABLE OF CONTENTS

COVER	i
APPROVAL	ii
ACCEPTANCE	iii
TESTIMONY	iv
SUMMARY	v
MOTTO	vi
DEDICATION	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENT	xi
CHAPTER I INTRODUCTION	
A. Background of the Study	1
B. Limitation of the Study	4
C. Problem Statement	5
D. Objective of the Study.....	5
E. Benefits of the Study.....	5
1. Theoretical Benefits.....	5
2. Practical Benefits.....	5
F. Research Paper Organization.....	6

CHAPTER II UNDERLYING THEORY

A. Previous Studies.....	8
B. Translation	10
1. Notion of Translation	10
2. Translation Process	12
3. Translation Shift	13
4. Equivalence in Translation	13
C. English Linguistic Form	14
D. Indonesian Linguistic Form	16

CHAPTER III RESEARCH METHOD

A. Type of Research	18
B. Object of the Research	18
C. Data and Data Source	19
D. Method of Collecting Data	19
E. Technique for Analyzing Data	20

CHAPTER IV RESEARCH FINDING AND DISCUSSION

A. Research Finding	21
1. Translations Shift of Noun Phrase	21
2. Equivalence of Noun Phrase Translation	33
B. Discussion	37

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion	40
B. Suggestion	40
BIBLIOGRAPHY	42
APPENDIX	43